

## STAKEHOLDER/POOL OF PROSPECTS EXERCISE

---

It is very important for your organization to identify and strategize about your various constituencies or stakeholder groups. This is your “pool of prospects” – which you will examine to be sure that everyone who needs to be on your mailing list is on there, and that those who need a personal visit or phone call will get one.

Try this as a brainstorming exercise with your board, using a flip chart. You will be amazed at the number of stakeholders you can identify. Once you have gone through the process and analyzed your results, you will be on your way to being able to create a donor-centered, organized fund development program.

1. Identify all your stakeholder or constituency groups – those that have an interest in and connection to your organization (for example, donors, vendors, government officials, clients, etc.):
2. Rank them from closest to the organization (1 being closest) and therefore most likely to be involved and give, to furthest removed and therefore least likely to give.
3. For your top stakeholder groups, list the resources they bring to the organization (for example: donors bring financial support, advocacy, resources, potential leadership, etc.; vendors bring products that help you achieve your mission, access to individuals and companies that might have an interest in you, etc.).
4. For these same stakeholder groups, list the benefits they get from your organization (“what’s in it for them” - for example, for donors, it might be making a difference, meeting new people, etc.; for vendors, being associated with your brand and doing good in the community; accessing people and businesses on your board and who come to your events, etc.).
5. Discuss and strategize how this exercise may change the way you communicate with your stakeholders, so you can better meet THEIR needs and bring them in closer to you. Decide where you want to focus your limited financial resources and precious staff and board member time for best return.